



YOUR EXPERIENCED RESOURCE

# RADIO NEWSLETTER

Vol. 11, No. 2 - Oct/Nov 2004  
News & Resources for  
Station Operations & Development

**IBS Fall Road Trip of Coast-to-Coast One-Day Saturday Conferences Begins:  
Chicago (Oct. 30th) - Boston (Nov. 6th) - Los Angeles (Nov. 13)  
Admission to each only \$10 per person (IBS Member-Station)**

About the time you read this, it's about a month or less until the IBS Fall Road Trip of coast-to-coast, one-day conferences kicks off on Saturday, October 30th in Chicago, hosted by WCRX at Columbia College.

After that, the next stop is the Boston area, on Saturday, November 6th, with the event hosted by the New England Institute of Art in Brookline.

Then, it's out to the West Coast on Saturday, November 13th, hosted by KWEB at the Webb Schools in Claremont, CA, right nearby the Ontario, California Airport, home to a number of discount airlines and our host hotel, the Holiday Inn. The conference itself will be at the Webb Schools.

And, the cost of each of these conferences is VERY affordable - only \$10/person, including lunch!

At each of these one-day conferences, the program is expected to feature some 20 seminars, all aimed at practical nuts & bolts issues for those from school and college radio stations. There will also be hands-on learning labs for web design & streaming. You'll be able to participate in all day live cybercasts streamed on the

Internet. Speakers/panelists will include a mix of industry professionals and students. While the specific program schedule for each event is still being finalized, we'll provide updated details as soon as they're available on the IBS web site at [www.ibsradio.org](http://www.ibsradio.org)



Among the panelists at Chicago will be reps from the SBE (Society of Broadcast Engineers). They have been working closely with IBS and will have reps available all day long to discuss and answer your engineering and technical questions.



Other professionals in Chicago will include Carolyn Terry and Mike Song of the RTNDA, (Radio & Television News Directors Association), to talk about setting up and operating a news department as well as other journalism issues.

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## IBS Branch Office Phones Provide Easier Access for Your Station to IBS.

Now, it's easier and closer than ever for your station to reach IBS with your questions about station operations, FCC rules, webcasting and more. Our main office phone remains the same: 845-565-0003. But, in addition, you can call us through one of our branch office phones in a city near you:

### U.S. Cities

New York, NY - (212) 400-1631  
Washington, DC - (202) 517-6709  
Boston, MA - (617) 933-9624  
Chicago, IL - (312) 924-4800  
Los Angeles, CA - (213) 412-3158  
San Francisco, CA - (415) 738-0548  
Oakland, CA - (510) 868-0892  
San Diego, CA - (619) 819-2957  
Nashville, TN - (615) 724-0524  
St. Louis, MO - (314) 754-8447  
Tampa, FL - (813) 426-3642  
Salt Lake City, UT - (801) 413-2967  
New Orleans, LA - (504) 210-3653  
Philadelphia, PA - (215) 825-5163  
Pittsburgh, PA - (412) 894-0006  
Dallas, TX - (214) 269-1167  
San Antonio, TX - (210) 579-0596  
Detroit, MI - (313) 281-4001  
Minneapolis - St. Paul - (612) 605-4429  
Milwaukee, WI - (414) 431-8178  
Columbus, OH - (614) 559-4614  
Seattle, WA - (206) 274-4668  
Indianapolis, IN - (317) 536-2726

### Canada

Montreal, Quebec -  
(514) 426-3642

Ottawa, Ontario -  
(613) 482-2222

Vancouver, British Columbia -  
(604) 484-7036

IBS email remains the same at either:  
[ibs@ibsradio.org](mailto:ibs@ibsradio.org)  
or  
[IBSHQ@aol.com](mailto:IBSHQ@aol.com)

IBS is easy to reach from wherever  
your station is located.



## IBS Fall One-Day Conferences

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Chicago's schedule will also include Pete Bowers, WBFH, Andover High School, in Bloomfield Hills, Michigan, who will head a session on high school radio.



**The Association of Independents in Radio**

AIR (Association of Independents in Radio) will be at Chicago, Boston, and LA conferences. They will head up 2 different sessions for each conference – one on station producer training and mentoring opportunities and the other on independent producers and distribution of alternative radio programming.



Garrett Jamison

Among the panelists at LA will be Owen Salerno - 94.9 FM, San Diego, Garrett Jamison, live365.com, Tony Petrone - Critical Power Systems, and LA radio personality Bill Reiter.



Diana Beedy

IBS Board member Diana Beedy, of the Webb Schools, will Chair the LA event.

Other IBS Board Members will also work on sessions in Chicago, Boston and LA. They include: John Murphy,

IBS Chair, Fritz Kass, IBS Operations Director, Len Mailloux, IBS VP, Regional Development, and Vince Giffin, IBS West Coast Coordinator.

Throughout the day at each event, IBS Board members will offer special 30-minute private consultation sessions for staff from IBS member stations to address specific and special station needs or issues. Sign-up sheets will be available at the door when you arrive.

One of the featured speakers at each of the IBS Fall Conferences will be Allen Myers of the FCC. Allen has been a mainstay at IBS conferences for years and is one of the foremost experts on rules and policies for noncommercial stations. His question-and-answer sessions provide the information you need, yet it's all done on an informal basis. Other speakers at one or more of the conferences are expected to include Dr. Michael C. Keith, author of *The Radio Station* and a number of other books that are widely used as textbooks for the teaching of broadcasting.



Rod Fritz

Joining us at Boston, some more of the professionals include Rod Fritz, News Director, WRKO - Boston, Jill Clapp, Promotions Director, WROR - Boston, Alex Byrne, Production Director, WXLO - Worcester, Amanda Giles, Morning Drive Producer, WMJX, Boston, Scott Gibbons, Operations Director, WKOX Framingham, Andrea Alleruzzo, Promotions Coordinator, WXRV Haverhill, Jay Rinaldi, Independent Multi-Media specialist, plus reps from Greater Media, Clear Channel and Citadel.

The low \$10/person registration cost makes it easy for your staff people attend. It's another good reason to make sure your station's dues are paid and your IBS membership is up-to-date. See you there!

## Unlimited LEGAL Downloads less than \$10/month



According to a report from CNN/Money, as an added bonus to returning to campus this fall, more than 80,000 college students at the University of California, Berkeley and the University of Minnesota will get a hefty monthly discount with RealNetworks' online music store.

RealNetworks said the program, whose online music library is called Rhapsody, is its first partnership with educational institutions and is designed to offer students an alternative to illegally downloading music for free.

The company's Rhapsody Internet juke-box service offer unlimited access to about 725,000 songs for less than \$10 a month.

## Bayliss Foundation Intern Program Established



The John Bayliss Foundation has established a comprehensive intern program that will begin summer 2005.

Carl Butrum, the foundation's President, said the program "...pinpoints talented, experienced broadcasters on the college level. Now, our goal is to match these young professionals with progressive radio industry operations across the country." Since last spring, Butrum has met with university and college presidents, professors, and broadcast industry leaders to assess their interest in the intern program. For more info, contact Carl Butrum in New York City at 212-424-6410.





#### IBS Board of Directors

John Murphy - Chair  
 Norman Prusslin - President  
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#### IBS Headquarters Office:

367 Windsor Highway  
 New Windsor, NY 12553  
 Phone: 845-565-0003  
 Fax: 845-565-7446

via email:

[ibs@ibsradio.org](mailto:ibs@ibsradio.org)

on the web:

<http://www.ibsradio.org/>

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#### FREE IBS email accounts!

Introducing FREE IBS email accounts available to all IBS member-stations. If you would like an easy IBS email address like, "your [station@ibsradio.org](mailto:station@ibsradio.org)", or "your [station@highschoolradio.net](mailto:station@highschoolradio.net)", or any of IBS's 30 domain names. For details see the IBS website at:

<http://www.internetradio.cc>

available 24 hours a day to members at [ibs@ibsradio.org](mailto:ibs@ibsradio.org).

#### PSAs for Your Station

IBS has collaborated with the U.S. Census, the Ad Council and other providers of popular public service announcements (PSA) to bring you top quality information our listeners want.

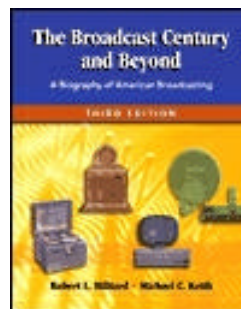
Check out the IBS website, updated daily, for the latest news on a variety of PSAs you can use today.

(<http://www.ibsradio.tv>)

#### Mark Your Calendars

If you're the kind of person who plans ahead... remember to plan to be at the IBS National Convention, March, 2005 at New York City's Hotel Pennsylvania. It's a weekend you won't forget, that will help both you and your station. Stay tuned for more info here and on our web site.

#### The Broadcast Century and Beyond: A Biography of American Broadcasting



There's a new edition of a classic book that's just come out, authored by a couple of long time friends of IBS, Dr. Robert Hilliard and Dr. Michael C. Keith. The story of broadcasting is told in a direct and informal style, blending personal insight and authoritative scholarship to fully capture the many facets of this dynamic industry. The book vividly depicts the events, people, programs, and companies that made television and radio dominant forms of communication.

The book places the communication revolution in a comprehensive chronological context, allowing readers to fully grasp the media's profound impact on the political, social, and economic spheres. Numerous personal retrospectives from broadcast pioneers, including Garrison Keillor, Julia Child, Norman Corwin, and Steve Allen, add an intimate dimension to this eminently readable narrative.

Also included is a current events timeline, which runs throughout the entire length of the book. Featured in the timeline are milestones in radio and television development as well as world events, allowing readers to place the progress of media in a larger historical perspective. Over two hundred illustrations and photographs are provided that reflect the changes and growth of radio and television. The third edition will include a year-by-year presentation of the important media events of the 1990s, as well as a new chapter that presents the upcoming developments for the new century and their probable impact on broadcasting.

This new edition of a classic text includes personal retrospectives by dozens of renowned individuals in the history of broadcasting. A timeline running across every page compares, at a glance, broadcasting with broader historical events.



**Public Radio Legal Handbook**  
**Available at IBS price of \$37\***

*\*after IBS Rebate*

IBS member-stations can receive a substantial discount on the newly-revised *Public Radio Legal Handbook*.

It's an easy to read reference guide to broadcasting rules and regulations. Checklists, examples and full explanations of the law guide readers over all commonly encountered procedural hurdles. Originally written in 1977, the Handbook has been completely revised by John Crigler of Garvey Schubert Barer. Funding for this project came from the Corporation for Public Broadcasting.

The online edition is list-priced at \$70 for a 12-month period of access. The discounted price (good through 3/31/05) is \$45. But, IBS member-stations who purchase this are eligible for either a \$8 cash rebate, or a free registration for one person at one of our 3 fall coast-to-coast conferences at Chicago, Boston or LA.

For more information, contact [ibs@ibsradio.org](mailto:ibs@ibsradio.org) or call us at one of the phone numbers listed on Page 1 of this newsletter.



Collegiate Presswire offers a free resource for on-air content needs. Their news feeds include reports on subjects like entertainment, technology, healthcare, education, career and financial news. Their electronic feeds are available in text and audio formats. For more info, you can visit them on the web at:

[www.cpwire.com/radio/getwired](http://www.cpwire.com/radio/getwired)  
or via email: [info@cpwire.com](mailto:info@cpwire.com)



**Station License Renewals/  
Time Share Avoidance**

The next group of station license renewals are coming up on pre-filing announcement deadlines. For stations in the states of Minnesota, North Dakota, South Dakota, Montana, and Colorado, your pre-filing announcements begin on 10/1/04, your application filing deadline is 12/2/04, your post-filing announcements start on 2/16/05.

Kansas, Oklahoma and Nebraska stations are the group after that with pre-filing announcements beginning on 12/1/04, application filing deadline is 2/3/05, and your post-filing announcements start on 4/16/05.

With station renewals continuing to come up, a reminder about minimum hours your station must be on the air. You'll find full details in the FCC rules, section 73.561. But, minimum hours to maintain your noncommercial, educational license are 36 hours per week consisting of at least 5 hours/day, 6 days per week, although stations licensed to educational institutions don't have to broadcast on Saturday or Sunday or during official vacation or recess periods.

**However, if your station is on the air any less than 12 hours/day, every day of the year, it is vulnerable to time-share applications from others who want to propose to share time on your station's frequency. And, their application is not limited to just those times during which you're currently not on the air. This is one of the reasons stations may want to consider partnering with community volunteers, in addition to students, so your broadcast schedule can be extended.**

**Development Exchange Offers  
"Virtual Sales Coach"**

The Development Exchange (DEI) has a self-paced course in underwriting available. It's called the *Virtual Sales Coach* and includes 15 audio sessions (on CD) on underwriting – from the basics to renewals. There are also electronic files for building media kits, prospecting, assessing client needs, contracts, invoices, affidavits and more. The cost is \$100 plus shipping.

For more info, contact June Fox, Director of DEI's Small Station Services at (703) 759-2221.

**FCC Quarterly Issues/Programs List  
Due in Station Public File By Oct. 10th**



The FCC-required quarterly issues/programs list covering the months of June, July and August, 2004 need to be completed and put into your licensed station's public file by October 10th.

The requirements call for a list of programs that have provided the station's most significant treatment of community issues during the preceding three month period. The list needs to include a brief narrative describing what issues were given significant treatment and the programming that provided this treatment. The description of the programs need to include, but is not limited to, the time, date, length, and title of each program in which the issue was treated.

The issues/programs list covering the next quarter, the months of October, November and December, 2004, must be placed in your public file by January 10th, 2005.

There is no need to send these lists to the FCC – just keep them in your public file. You do have a public file... right? For details, see FCC rules and regulations, section 73.3527. You'll find a link on the IBS website at [www.ibsradio.tv](http://www.ibsradio.tv)

**Exclusive Discounted Rate at CMJ Music  
Marathon for IBS Members**



IBS members can receive a space-available, exclusive discounted rate of \$225 per person at the upcoming CMJ Music Marathon, October 13-16, 2004 in New York City.

This special rate represents a savings of some \$70 off CMJ's "regular" registration rate. For more info, go to the CMJ Music Marathon site at:

[www.cmj.com/musicmarathon](http://www.cmj.com/musicmarathon)